

CURRICULUM VITAE

PERSONAL DATA

Italian nationality

02/24/1967 in Cremona Italy

Married

Two children: Andrea 1997 and Marco 2006

Home address: Via Magellano 20 22063 Cantu' Italy CO

C.F. : CLMRFL67B64D150R

Driver's license: B, own vehicle

E-mail: zetafly@yahoo.com Office: raffaela.colomo@ontexglobal.com

Mobile: +393404072036 Office +39 0313970007

Known languages: Italian mother tongue, French, English



WORK EXPERIENCE

From March 2019

Serenity S.p.A Italy Sales Department Ontex Group Belgium

Sales retail support: client Drugstore and Hiper & Super retailer support.

Market analysis.

Fair manager: Preparation of trade fairs and national events

From April 2013 till now

Serenity S. p. A. Italy Marketing Department part of the Ontex Group Belgium

Product Manager brand Serenity www.serenity-care.com

contract industry of paper Level B1

activity

Market analysis, definition of the product brief, packaging development, launch and maintenance of Serenity items (products related to incontinence problems) for following lines: Pull Up, Shaped, Rectangular, Underpads, accessories.

Preparation of the materials to support the launch, in order to answer the different channels and consumer needs.

Preparation of trade fairs and national events

Promotional activities. communication strategies.

Competition, archive and control.

ROI analysis.

Store check.

Corrective actions and growth

Evaluation of the sales price and the correct positioning.

BTL, activation and progress purchase orders requests..

From May 2012 to April 2013

Artsana Group S. p. A. Italy Serenity Marketing Department

Product Manager brand Serenity 1st level commerce contract. www.serenity-care.com

activity

Market analysis, definition of the product brief, packaging development, launch and maintenance of Serenity items

(products related to incontinence problems) for following lines: Pull Up, Shaped, Rectangular, Underpads, accessories, skin care.

Preparation of the materials to support the launch, in order to answer the different channels and consumer needs.

Preparation of trade fairs and national events

Promotional activities. communication strategies.

Competitions, archive and control.

ROI analysis.

Store check.

Corrective actions and growth
Evaluation of the sales price and the correct positioning.
BTL, activation and progress purchase orders requests..
complaints management
site maintenance Serenity-care.com.

From November 2011 to April 2012**Artsana Group S. p. A. Italy Marketing Department PIC www.picindolor.com****Product Manager brand Pic level 1st commerce contract.****activity**

Development, management, maintenance and launch product lines automatic blood pressure monitors and manuals.
Advance sales data and BW analysis.
market analyse and the national and international competition.
Pic site maintenance Cardio community.
Launch preparation of materials and for the point of sale and the sales force.

From March 2011 to October 2011**Artsana Group S. p. A. Italy trade Marketing Chicco www.chicco.com****Baby Shop Chicco brand level 1st commerce contract****activity**

For the Baby Shop Channel preparation of the launch materials and events for the Marketing Department Italian
Management and training Group for nurses "Become Parents".
Progress BTL, control expenses and contracts.

From February 2007 to February 2011**Artsana Group S. p. A. Italy Chicco Marketing Department****Product Manager Chicco brand www.chicco.com level 1st commerce contract.****activity**

Market analysis, definition of the product brief, packaging development, launch and maintenance of Chicco Items
for the following items: Humidifiers, Purifiers, Aerosol, hygrometers, scales and lamps
Preparation of the materials to support the launch, in order to answer the different channels and consumer needs.
Preparation of trade fairs and national events
Promotional activities. communication strategies.
Competition, archive and control.
ROI analysis.
Store check.
Corrective actions and growth

Maternity period from November 2006 to February 2007**From May 2000 to February 2007****Artsana Group S. p. A. Italy Communication Department****New Media Communication Manager Artsana Group www.artsana.com**

Passage to 3rd to 1st level trade contract

activity

Strategy, implementation, management and maintenance of the entire platform of the Artsana Group sites at national and international level. Communication and web advertising management for the group's brands.
Production and maintenance of the "Chicco guides" books for all channels and consumers.
Management and maintenance income Internet and communication projects.
Relation with Artsana managers, distributors and suppliers

1998, 2000

Artsana Group S. p. A. Italy Marketing & Communication Department
Secretary of Direction

1996, 1998

Casiraghi Maria Grazia import export
Secretary of Director

Maternity period October 1997

1991, 1996

Studio Rag. Colella business consultant Milan
Secretary of Director

1989, 1991

Pilgrim air charter Milan
Booking DanAIR charter

EDUCATION

1986 1993

degree in Public Relations and Administrative Sciences
At IULM University Institute of Modern Languages in Milan

1981 1986

Scientific Degree
At scientific high school E. Fermi Cantu (Co)

English course "Master Vip intermediate 1 and 2" in 1994

At The British Institute Seregno (Milan)

English Course "Intermediate" 1996

CES Manhattan NY City

Courses LRA 2003, 2005

"Web Capabilities / "Communication and usability websites / "Managing the leadership / "Managing the income statement
"English Courses managed by the Artsana Group / "Training video terminal / "Excel top /

languages

Italian language: Mother tongue

French language: Wrote: basic, Reading: Good Speaking: Good

English language: Wrote: basic, Reading: Good, Speaking: Good

Informatics

SAP BI Windows Office Internet Explorer Excel Power Point Word Photoshop Paint BW FTP Adobe and adobe distiller

Outlook Search engine Skype Sites LD TW FB community musical Plug.in Back office updates IE Logical Internet front and back and

Logical e-commerce B2B B2C (HW office)

Crm

SPORTS

Step

Pilates/ Yoga

mountain trekking

HOBBIES

Tempera painting

Amateur astronomer

Natural Medicine

CAPACITY

Teamwork

Confidentiality

Punctuality

Executive approach

Problem solving

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